



WVEC  
613 Wood's Ave.  
Norfolk, VA 23510

Greer, Margolis, Mitchel (GMMB)  
1010 Wisconsin Ave NW  
Suite 800  
Washington, DC 20007

# Contract # 847040

Schedule Dates	08/08/12-08/13/12	Date Entered	08/06/12
Advertiser	Paul Hirschbiel for Congress (39143)	Last Modified	08/06/12
Agency/T-Code	Greer, Margolis, Mitchel (GMMB) (1700)/1053989	Entered By	Penne Marsh
Product	Political - US House (1175)	CO-OP	No
Brand	DEMOCRAT (169542)	Headline #	06264995
Salesperson	Blair, Cheryl (2205)	Demo	
Sales Office	TeleRep - Philadelphia	Order Type	Normal
Buyer Name	GILROY, MAURA	Package Deal	
Phone/Fax	(757) 362-3300 /	Commission %	15.00
CPE	106/113/1552	Commission	\$3,753.00
Account Types	National/Political Candidate - Agency	Net Total	\$21,267.00
Billing Type	Weekly/Irregular	Sales Tax	
Comments	HIRSCHBIEL 8/7 PAUL HIRSCHBIEL FOR CONGRESS		

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Aug. 2012	33	\$25,020.00
<b>Grand Total:</b>	<b>33</b>	<b>\$25,020.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	11:35P-12:02A (ET)	2			X	X	X			2	\$550.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ABC NIGHTLINE	8/6/12
2.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	11A-12P (ET)	1			X	X	X			1	\$480.00	\$480.00	Norfolk (WVEC) (WVEC)	THE VIEW	8/6/12
3.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	12P-12:57P (ET)	2			X	X	X			2	\$350.00	\$700.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	8/6/12
4.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	4:58P-5:29P (ET)	2			X	X	X			2	\$900.00	\$1,800.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 5P	8/6/12
5.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	5A-5:58A (ET)	2			X	X	X			2	\$450.00	\$900.00	Norfolk (WVEC) (WVEC)	5AM NEWS	8/6/12
6.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	5:29P-5:58P (ET)	2			X	X	X			2	\$900.00	\$1,800.00	Norfolk (WVEC) (WVEC)	NEWS	8/6/12
7.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	6P-6:30P (ET)				1	1	1			3	\$1,100.00	\$3,300.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	8/6/12
8.0	Normal Line / SPOT	08/13/12-08/13/12	4	:30	5:58A-7A (ET)		1							1	\$900.00	\$900.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	8/6/12
9.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	6:58P-7:28P (ET)	2			X	X	X			2	\$1,200.00	\$2,400.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	8/6/12
10.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	7A-9A (ET)	3			X	X	X			3	\$900.00	\$2,700.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	8/6/12
11.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	9A-10A (ET)	2			X	X	X			2	\$400.00	\$800.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	8/6/12
12.0	Normal Line / SPOT	08/11/12-08/11/12	4	:30	6P-6:30P (ET)							1		1	\$650.00	\$650.00	Norfolk (WVEC) (WVEC)	WEEKEND NEWS	8/6/12
13.0	Normal Line / SPOT	08/11/12-08/11/12	4	:30	5:58A-8A (ET)							1		1	\$290.00	\$290.00	Norfolk (WVEC) (WVEC)	NEWS	8/6/12
14.0	Normal Line / SPOT	08/11/12-08/11/12	4	:30	6:58P-7:57P (ET)							1		1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)	WHEEL/Jeopardy	8/6/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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15.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	9:58A- 11A (ET)								1	1	\$250.00	\$250.00	Norfolk (WVEC) (WVEC)	THIS WEEK	8/6/12
16.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	9:30A- 10A (ET)								1	1	\$250.00	\$250.00	Norfolk (WVEC) (WVEC)	CHRIS MATTHEWS	8/6/12
17.0	Normal Line / SPOT	08/08/12-08/12/12	4	:30	11P- 11:35P (ET)	3			X	X	X	X	X	3	\$1,100.00	\$3,300.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/6/12
18.0	Normal Line / SPOT	08/13/12-08/13/12	4	:30	4:58P- 5:29P (ET)		1							1	\$900.00	\$900.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 5P	8/6/12
19.0	Normal Line / SPOT	08/13/12-08/13/12	4	:30	5:29P- 5:58P (ET)		1							1	\$900.00	\$900.00	Norfolk (WVEC) (WVEC)	NEWS	8/6/12
20.0	Normal Line / SPOT	08/13/12-08/13/12	4	:30	6P- 6:30P (ET)		1							1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	8/6/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**WVEC Norfolk**Date:**8/7I, Maura Gilroy,being/on behalf of: Paul Hirschbuhl, a legallyqualified candidate of the Democratic politicalparty for the office of: House of Representativesin the Generalelection to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	<u>AS ORDERED</u>				

**Total Charges:**\$21,267.<sup>00</sup> Net

#847040



For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Hirschbuhl for Congress

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jody Wagner PO Box 8728 Virginia Beach VA 23450

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

5/21/12      M. Dilling  
Date      Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Penne Marsh      Penne Marsh      NSC  
Signature      Printed Name      Title



## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Paul Haschbiel  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

M. G. Gray  
signature of candidate or authorized committee

Maura Gray 5/21/12  
printed name date